

15W 2614



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Initial Application of
Alex MASHINSKY et al.
Serial No.: 10/098,667
Filed: March 15, 2002
For: System and Method for Facilitating Targeted
Marketing Over a Telecommunication Network

Examiner: Al Aubaidi, Rasha S
Group Art: 2614

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Edward M. Weisz

Name of applicant, assignee or Registered Representative

Signature

January 30, 2008

Date of Signature

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

SIR:

In response to the Office Action dated October 30, 2007, please amend the above-identified
application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2
of this paper.

Remarks begin on page 9 of this paper.